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# Property Report

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## Upturn In Gold Coast Property Market

Latest data from the Dept of Natural Resources and the REIQ has shown some relief for Gold Coast homeowners.

Gold Coast median home prices increased 3.3% in the June 2009 quarter, although the full 2008/09 year median is still 7% lower than the median for 2007/08.

Suburb-by-suburb analysis shows a lot of variation across the Coast, and it is not difficult to see the effect that the Global Financial Crisis has had.

Established middle-of-the-road suburbs such as Arundel, Parkwood and Ashmore have generally held their values better than the Coast as a whole. From the drop in the number of homes for sale in these areas, it seems that people who didn't absolutely have to sell their homes have simply sat on their hands, preventing any significant price falls.



Beachside suburbs such as Surfers Paradise, Broadbeach, and Mermaid Beach, have struggled, as high-rise investment and holiday apartments have been offloaded by those facing financial stress. There is still considerable vacant stock in this segment.

Anecdotal evidence suggests that the Coast property market has now stabilized, with few distressed sales

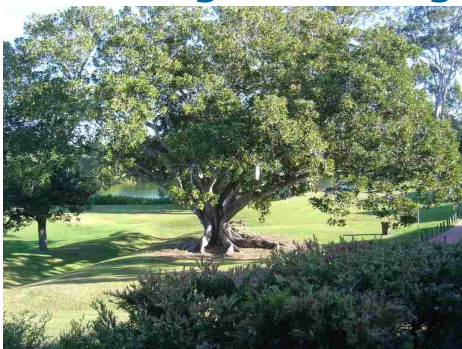
around now. Attendances at Open Homes is picking up, and enquiries from would-be vendors are increasing. It would be foolish to be too bullish about the market, but there are definite signs that confidence is at last returning.

### Gold Coast Snapshot—June 2009 Quarter

	June Qtr 2009	Change On	Annual Change
<b>Gold Coast</b>	<b>\$470,00</b>	<b>3.3%</b>	<b>-7.0%</b>
Arundel	\$460,000	-1.3%	-1.1%
Ashmore	\$456,000	-1.9%	-4.9%
Benowa	\$647,500	3.8%	-11.2%
Broadbeach Wa-	\$750,000	-4.7%	-9.1%
Labrador	\$423,750	10.1%	-7.6%
Nerang	\$372,500	0.1%	-4.2%
Parkwood	\$477,000	4.0%	-1.7%
Runaway Bay	\$850,000	4.9%	-7.5%
Southport	\$450,000	4.7%	-4.9%
Surfers Paradise	\$1,185,0	-11.2%	-15.5%

\* Median 2008/09 year compared to 2007/08 year

## Imagine Waking Up To This Park & River View Every Day...



### 49 Riverwood Dr, Ashmore \$679,000

Rarely do homes in this fantastic Ashmore position come available for sale. This modern, beautifully presented 4 bedroom 2.5 bathroom home will impress you with its open plan contemporary design and decor, indoor – outdoor flow to ample decking, and views from almost every room to the mature trees in Fig Tree Park and the Nerang River.

The current owners have been there 7 years since new and have maintained the home and grounds in mint condition. The fully landscaped 545 sq m block is designed for an easy care lifestyle. View photos on [www.houlihanrealty.com.au](http://www.houlihanrealty.com.au)



Please ring Janet Houlihan on 07 5531 1268 for further info, including Open Home times.

## The 7 Deadly Sins of Renovating

In a buoyant property market, rising house prices will often cover the cost of renovations undertaken on a home, even if the renovations were financially unwise.

But in a subdued market, homeowners can lose many thousands of dollars on renovations when they decide to sell.

Our book **The 7 Deadly Sins of Renovating** shows you what can go wrong and how to avoid it. Download your FREE copy from our website today: [www.houlihanrealty.com.au/FreeBook.html](http://www.houlihanrealty.com.au/FreeBook.html)



# Maximising The Selling Price of Your Home - Why the initial listing price is CRUCIAL!

**There's an old saying** in the recruitment industry "You don't get a second chance to make a first impression". Getting that first impression just right is also critical when listing your home for sale.

At any given time, there is a finite pool of buyers actively looking to buy a home in your suburb. When a home is newly listed for sale, these active buyers will normally spot it quite quickly, through the internet listings, newspaper advertising, being contacted through the agent's database, etc.

The buyers will make an initial judgment based on the listed price, and what features the home has advertised. Most people are time-poor, so they are looking to make a short-list of the properties they will actually go and inspect. If they perceive the price of a home is too high, they will probably cross it off their list without even going to view it.

When buyers inspect the property at an Open Home, they are judging its value-for-money against the other listings they have either visited, or seen advertised. Once again, if they perceive the price is too high, they will cross it off their list.

You can expect the main "pool" of buyers to assess your home in the first two weeks of its marketing. As each week goes by, there are some new people to the market who join the pool, and will look at all the listed properties in their area of interest. And some people will drop out of the pool, as they either buy a property or decide not to buy.

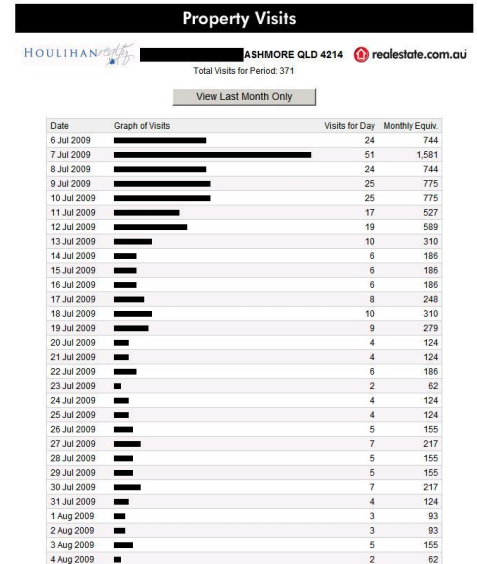
Figure 1 opposite graphically illustrates the typical daily level of interest in property listings on the internet, showing an actual example of a home in Ashmore listed on [www.realestate.com.au](http://www.realestate.com.au)

In the first week, there were 185 hits on the listing. On the second week, there were 55 hits. By the fourth week, there were only 34 hits.

Clearly, the best opportunity to sell the home is in the first couple of weeks, when the buyer interest is highest.

Priced correctly, the home has a good chance of selling quickly—in fact, we find that we can sometimes sell correctly priced properties within the first few days, at or near the asking price, because of competition between buyers.

If the listing price is perceived by buyers to be too high—and it may only be \$10,000 too high—the market quickly loses interest and the home can languish on the market for weeks. Buyers are better educated about the market value of homes than ever before, mainly due to the power of the internet.



**Figure 1—An actual example of the daily "hits" on a property listed on realestate.com.au**

Many sellers say things like "Well, we realise the market data indicates that our home is only worth \$470—480,000, but we want to try listing it at \$519,000. And we can always lower the price later."

The problem is that if buyers have decided that \$519,000 is too high, by the time the sellers drop the price, buyers have lost interest in the property and have moved on to other new listings.

**Getting the price right up front is crucial to getting the highest possible price. Which is why a comprehensive Comparative Market Analysis is essential to assist sellers to correctly price their home for sale.**



## Recent Sales

**Riverwood Dr, Ashmore**  
\$449,000 3 bedroom 2 bathroom 2 lounge double garage duplex in excellent condition

**Sarah Place, Ashmore**  
\$462,000 3 bedroom 2 bathroom house with river and park-land views

**Rhiannon Drive, Ashmore**  
\$395,000 Well-presented 2 bedroom 2 bathroom single garage duplex

## Recent Testimonials

*After deciding to sell our Duplex we contacted Janet straight away as we knew she had extensive knowledge of the market in our area through many previous sales.*

*To our pleasure the property was sold within a week! We found Janet extremely thorough and easily approachable and were kept informed at all times right up to settlement date. We would recommend her highly to any future sellers.*

**Michael & Katie Hobbins**  
2/12 Rhiannon Drive, Ashmore

**THANKS!**

*Janet Houlihan has been able to sell 2 duplexes for us over the past 2 months. Her professionalism, willingness to put in the extra effort and ongoing communication/support enabled us to realise prices which were within our asking price range and assisted us through the entire process with little cause for concern. We have no hesitation in recommending Janet to any prospective seller as a person with the highest ethics, exceptional work effort and a strong commitment to ensuring you receive a great result in what is a tough market for sellers.*

**Russell & Anne-Maree MacDonald**  
1 & 2 / 27 Riverwood Drive, Ashmore